

CHAPTER 7

NEWSPAPER STAFF SUPERVISION

Although most senior journalists are assigned to Navy Broadcasting Service (NBS) detachments or public affairs offices ashore or afloat, your career path may include a stint as a newspaper staff supervisor.

Navy newspapers are authorized publications that support command information goals. Usually, they are published weekly or monthly and contain most of the following elements: news, features, editorials, sports, announcements, entertainment items, commander's comments, letters to the editor, photographs and artwork.

As the editor or associate editor of a command newspaper, you will be responsible for providing an uncensored flow of news and information to—and among—sailors and civilian employees, their commanders and the five-part Navy internal audience described in Chapter 1. You will do this important task by supervising the entire operation of the newspaper—from making story and photography assignments to formulating a stylebook and making sure your staff follows it.

NEWSPAPER TYPES

Learning Objective: *Recognize the types of Navy newspapers and identify the contracting concerns of a civilian enterprise (CE) newspaper selection committee.*

Depending upon the arrangements in place at your command, your newspaper will be either **funded** or **civilian enterprise** (CE). Several differences exist between the two newspapers that you must understand to become a successful newspaper staff supervisor.

FUNDED

A funded newspaper is published by a Navy command using appropriated funds, normally the public affairs allocation of a unit's operating fund. Installations and activities with at least 500 personnel, which can include the combined military and civilian work force (including tenant commands or embarked detachments), may produce a funded newspaper. Free from commercial advertising, the layout, design and editorial content of the funded newspaper are the responsibility

of the base newspaper staff (which is normally apart of the public affairs office).

The funded newspaper may be printed by a Navy Publications and Printing Service branch office, Stars and Stripes printing plant or a commercial publisher under contract by the Navy. You cannot use nonappropriated funds for any costs incurred in publishing an appropriated fund newspaper.

CIVILIAN ENTERPRISE

A CE newspaper is printed by a commercial publisher under contract with Navy commands. Unlike the funded newspaper, however, the CE newspaper contains advertising sold by the commercial publisher. The news and editorial content, as in the funded newspaper, are provided by the base newspaper staff. The CE newspaper is the property of the command, installation or intended recipient upon delivery. Commands cannot use appropriated or nonappropriated funds to pay for any part of the production costs incurred by the CE publisher.

Advantage

The main attraction of the CE newspaper is that it is published **at no cost** to the Department of the Navy. The publisher assumes all financial responsibility for the newspaper and offsets expenses by selling advertising space. All Navy commands are encouraged to establish CE newspapers whenever possible.

Contracting

The underlying reason for having a CE newspaper is it saves the Navy money by transferring certain publishing and distribution burdens to a civilian publisher selected by competitive bid. The PAO and senior journalist must have a basic understanding of how to setup a newspaper contract and must know the provisions of the contract.

In contract law, both parties to a contract must provide consideration as a part of the contract. The consideration is often the money and the product offered. Instead of money, the right and authorization to publish the unit newspaper are the legal contractual

considerations for CE newspapers delivered to the command, installation or its readership.

CE publishers get their financial earnings from the contract by selling and circulating advertising to the CE readership. Navy commanders with CE publications guarantee in the contract the rights to first publication and distribution of the editorial content.

While contracts should place as much of the publishing and distribution functions on the publisher as possible, command information needs and requirements are the primary factors in the contractual relationship.

The contract should be written to include the guidance contained in *PA Regs* and NAVPUBINST 5600.4 series (Ship or Station Newspaper/Civilian Enterprise (CE) Publications). It should spell out all of the local requirements and specifications of the publication. Contracts should only be established with reputable firms. Disreputable business activities involving a CE publication can damage community relations.

CE publishers must abide by the Department of the Navy's nondiscrimination advertising policy. The following statement must be used in CE publications:

"Everything advertised in this publication shall be made available for purchase, use or patronage without regard to race, color, religion, sex, national origin, age, marital status, physical handicap, political affiliation or any other nonmerit factor of the purchaser, user or patron."

If a violation or rejection of this equal opportunity policy by an advertiser is confirmed, the publisher must refuse to print advertising from that source until the violation is corrected.

SELECTION COMMITTEE.— *PA Regs* and NAVPUBINST 5600.4 series states that a selection committee must choose a publisher for Navy CE newspapers. The committee chair must be a senior member of the command, but may not be the PAO. The PAO and the senior journalist should serve as nonvoting committee members to provide technical advice on publishing needs and contract stipulations. Other committee members include the staff or command judge advocate, contracting officer, printing representative and other specialists with skills appropriate to the selection and contracting process.

The selection committee hears presentations and reviews written data from prospective commercial publishers, gathers independent data and makes on-site inspections. The committee may award a one-year contract with annual options for renewal for up to four years, for a total of five years. Contracts must be rebid after this time frame. Contracts should contain provisions for termination.

INCLUSIVE ITEMS.— At a minimum, the following points should be included in a CE newspaper contract:

1. Frequency of publication. Determine whether the command will be best served by a weekly, biweekly or monthly publication.

2. Number of copies. Determine how many copies will be needed to serve the intended audience. Normally, at least one copy per five readers (1:5 ratio) is the minimum. If your audience (including civilian employees and family members) numbers 8,000, the minimum number of copies required would be 1,600. The ideal is 1:1, but costs may dictate a 1:2, 1:3 or higher ratio. Make sure the contract calls for the printing of more or fewer copies whenever the commander determines a need based on gains or losses of personnel. If gains or losses are expected—due to an influx of reservists for training or departure of a major unit for an exercise, for example—determine when the press run must be increased or decreased, and by how much.

3. Number of pages per issue. A minimum and maximum number should be set. The maximum will depend on advertising and the availability of editorial copy. However, the amount of advertising should not force the public affairs staff to produce more editorial copy than needed to meet the command information mission.

4. Publication day or dates. Determine what day of the week or month the paper should be published. Make sure that provisions are made for distribution when a publication day falls on a holiday.

5. Restrictions on the use of the publication's name. Make sure the publication's name remains the property of the command and is not copyrighted or registered as a trade name by the publisher.

6. Editorial sources. Make sure the contract clearly states that all news stories, photographs, features, headlines and all other editorial matter are to be provided by the newspaper staff (public affairs office) and are subject to the PAO's approval.

7. Production responsibilities. Establish it as the publisher's responsibility to paste-up the newspaper, subject to the supervision or direction of the newspaper or public affairs staff. In some cases, the publisher may provide the capability for electronic data transfer via floppy disk or via a telephone modem, and perhaps provide the equipment to lay out and design the newspapers using an electronic, computerized page maker system.

8. Advertising-editorial ratio. Make sure the contract sets a maximum and minimum ratio of advertising-to-editorial space. *PA Regs* stipulates the amount of advertising content (in column inches) will not exceed 60 percent of the total newspaper. Provisions may be included to increase the ratio for heavy advertising seasons, such as Christmas or Easter. Also, make sure the contract includes a provision to leave several pages free of ads. Normally, page one, the editorial page, the double truck, the lead sports page and at least one additional news page are left ad-free. If the paper is published in sections, the front page of each section is normally ad-free.

9. Advertising placement. Determine whether "blocked" or "pyramided" ads best suit your needs, and make sure the contract stipulates how ads will be displayed. Also, spell out minimum column widths acceptable for editorial use. This will prevent being left with narrow (fewer than 12 picas, for example) columns created by odd-sized ads. Stipulate that filling such odd-sized columns will be the responsibility of the publisher.

10. Advertising policy. Make sure the contract guarantees the publisher will accept no advertising that is discriminatory, in poor taste, is untruthful or otherwise in violation of *PA Regs*. Be sure that the contract provides for PAO approval of questionable ads.

11. Deadlines. The contract should list the deadlines for the delivery of dummies to the PAO, for the submission of editorial matter and for distribution. Additionally, make sure the contract spells out how deadlines will be adjusted when they fall on a holiday.

12. Distribution. Make sure the contract clearly defines it as the publisher's responsibility to distribute the publication. The contract should identify where copies are to be delivered and in what quantities; for example, the public affairs office, commissary, bowling alley, Navy Exchange, cafeterias and housing areas. The contract should also stipulate where the publication is not to be distributed. Usually, CE publications are not

distributed outside the intended audience or outside the installation.

13. Disclaimers. Include a section on the wording, location and the point size of the masthead and disclaimers required by *PA Regs*.

14. Special editions. If special editions are expected, their specifications should be defined in the contract. If none are expected, it is a good idea to include a clause that makes special editions an option.

15. Color. Minimum color requirements-spot or processed-should be set in the contract. The publisher should be obligated to let the public affairs staff know when color ads make additional color available for editorial use.

16. Typeface selection. The contract should guarantee the public affairs staff a choice of the publisher's selection of typefaces and point sizes. Minimum and maximum point sizes should be established in the contract.

17. Special devices or services. Make sure the contract states that it is the publisher's responsibility to provide materials or services for such devices as boxes, column rules, screens, initial letters, and so forth.

18. Termination for cause. Make sure the contract also provides for termination for cause whenever the products or services to be provided are not satisfactory or when contract provisions are not met.

PUBLISHERS' VISITS.— Conduct a site visit to all publishers being considered before making a final selection recommendation. Examine the facilities and equipment at the sites and talk to the people with whom the public affairs staff will work. Look, too, for general cleanliness and a safe work environment.

GATHER DATA.— Gather independent data to determine whether the publishers are reputable, reliable and competent. The Better Business Bureau, chamber of commerce and current or former clients of the publisher can provide valuable information.

SPECIAL SERVICES.— Consider any special services the potential publisher may offer, such as on-line text editing systems, pagination or computer facilities. These are allowed to be placed in the newspaper staff or public affairs office if all costs are absorbed by the publisher. (Floppy disks, printer ribbons, paper and other associated consumables are normally the responsibility of the newspaper staff.) The publisher may also assign a writer or two to your editorial staff. Be sure to check on this.

NEWSPAPER ESTABLISHMENT

Learning Objective: *Recognize the rules governing the establishment of CE and funded newspapers.*

Commanders are encouraged to establish Navy newspapers when the following two conditions exist: (1) they have a valid need to disseminate information and (2) a newspaper is the most cost-effective means of fulfilling the command's communications need.

Normally, only one Navy newspaper is permitted at a location where more than one command or headquarters is co-located. This rule does not apply to ships, as each ship may have its own newspaper. When more than one command or headquarters is at an installation (for example, a naval air station with several tenant commands), the host commander will publish one newspaper to cover all assigned units and activities. In this instance, the following requirements must be met:

- The host commander gives balanced coverage to other commands, their people and activities.
- Commands supported by the host newspaper provide the newspaper staff with coverage of their units. These units should assign its public affairs representatives to act as stringers to the newspaper. The stringer method of news gathering will be explained later in this chapter.

In some cases, the host commander appoints another command to publish the single authorized newspaper when the majority of resident organizations agree. Commanders (other than the installation commander) who want to establish their own newspapers must first request authority from their major commands as an exception to policy. Requests must be submitted through the installation commander and approved in writing before publication can begin. Forward copies of approved exceptions to CHINFO.

JOURNALISM EXCELLENCE

Learning Objective: *Identify the elements needed to maintain the degree of journalism excellence required in CE and funded newspapers.*

Navy newspapers are expected to display the highest standards, of journalistic techniques and ideals. Navy newspapers should provide their readerships with a quality product. Excellence should be the goal of every phase of newspaper production—content, design, organization, photography, reporting, writing and editing.

Content should be relevant, factual, objective, frank and timely. Content and graphics must avoid morbid, sensational or alarming details not appropriate to factual reporting. As the newspaper staff supervisor, you must make sure the highest regard for decorum, propriety and good taste is followed.

STYLEBOOKS

A newspaper's style should be consistent. To accomplish this, you should adopt the latest edition of *The Associated Press Stylebook and Libel Manual* as your primary stylebook. The stylebook may be purchased through a local bookstore or directly from The Associated Press.

Some newspaper editors find it necessary to supplement the "AP Styleguide" with a locally produced stylebook. This stylebook may include some of the following items that are unique to the newspaper:

- Phrases
- Word division
- Capitalization and punctuation rules
- Copy format
- Acronym usage
- Headline styles
- Outline and caption styles
- Datelines styles
- By-lines and photo credits
- Ship or aircraft squadron designations
- Computer usage procedures

Be sure to ask for staff input before settling on the content and format of your stylebook.

DICTIONARY

Webster 3 New World Dictionary of the American Language (Third College Edition) should serve as the newspaper staff's dictionary of first reference, as indicated by The Associated Press. Be sure to address this area in your stylebook.

COLOR PHOTOGRAPHY

All photos could be in color, but the cost for a four-color press run is often prohibitive on a routine basis. The use of spot color and four-color processes in

funded publications must be functional, making a valuable contribution to the publication. You should be sensitive to the price involved and make sure color contributes to the communication process.

Color usage in CE publications is limited only by contract and the CE printer's ability to make color available.

EDITORIAL COMMENT

Editorial opinion must be confined to clearly identified editorial columns. Encourage opinions, editorials and commentaries. Editors should welcome letters to the editor, guest commentaries, man-on-the-street interviews and columns on editorial pages.

When statements of opinion (other than letters to the editor or man-on-the-street interviews) present material in conflict with Navy or command policy, the following editor's note should be used at the end of the article:

"Opinions expressed herein are those of the writers and not an official expression of the Department of the Navy or of this command."

CREDIBILITY

Remember reading about credibility in Chapter 1? These principles also apply to the newspaper business. Every aspect of Navy journalism must lend itself to gaining and maintaining credibility. Attribution is essential to credibility. Opinion and information sources must be attributed.

NEWSPAPER STAFF ORGANIZATION

Learning Objective: *Identify the staff organization of a Navy newspaper, how assignments are made, the training scheduled by the supervisor, the use of credentials and the content and frequency of readership surveys.*

A prototypical Navy newspaper staff organization does not exist because manning situations vary among Navy public affairs offices. For instance, a large funded newspaper ashore may have a JO1 or JOC serving as the editor, with a JO2 assuming the responsibilities of associate editor or managing editor. The staff may include two or three JO3s or JOSNs and a PH3.

Conversely, a similar newspaper on a different coast may have a JO1 and a JOSN or PHAN tackling the many responsibilities of newspaper production.

The organization of a large Navy CE newspaper staff further illustrates this diversity. The senior journalist rarely serves as the editor. A government service employee or a civilian employed by the publisher fills this slot, while the JO1 or JOC assumes the role of associate editor. Two or three additional government service employees may serve as writers or photographers; another civilian, provided by the publisher, may supplement the staff. A JO3 and JOSN usually rounds out the staff.

A smaller CE newspaper staff may have a civilian editor, a JO1 or JOC as associate editor and only one or two additional military or civilian writers.

Regardless of your particular manning situation, you can use the chart in figure 7-1 to guide you in structuring your CE or funded newspaper organization.

What are the different positions within a CE or funded newspaper staff? Figuring in a degree of variation, the staff organization can include the following positions and components: (1) editor, (2) associate editor, (3) sports editor, (4) leisure editor, (5) general assignment writers, (6) classified ads and (7) cartoonist.

EDITOR

The editor is responsible for the entire editorial content of the newspaper and its inherent administrative concerns. Some of the duties handled by the editor include the following:

- Working closely with the publisher to set up a schedule of delivering layouts, copy, photographs and art for printing
- Making sure the quality of the paper is consistent from issue to issue
- Coordinating the distribution of the newspaper with the publisher
- Answering inquiries from individuals requesting coverage of events
- Reviewing stories, headlines, captions and cutlines for adherence to *The Associated Press Stylebook and Libel Manual* and the locally produced stylebook, and for completeness and accuracy
- Making story and photograph assignments (in consultation with the associate editor)
- Proofreading the blueline (explained later)

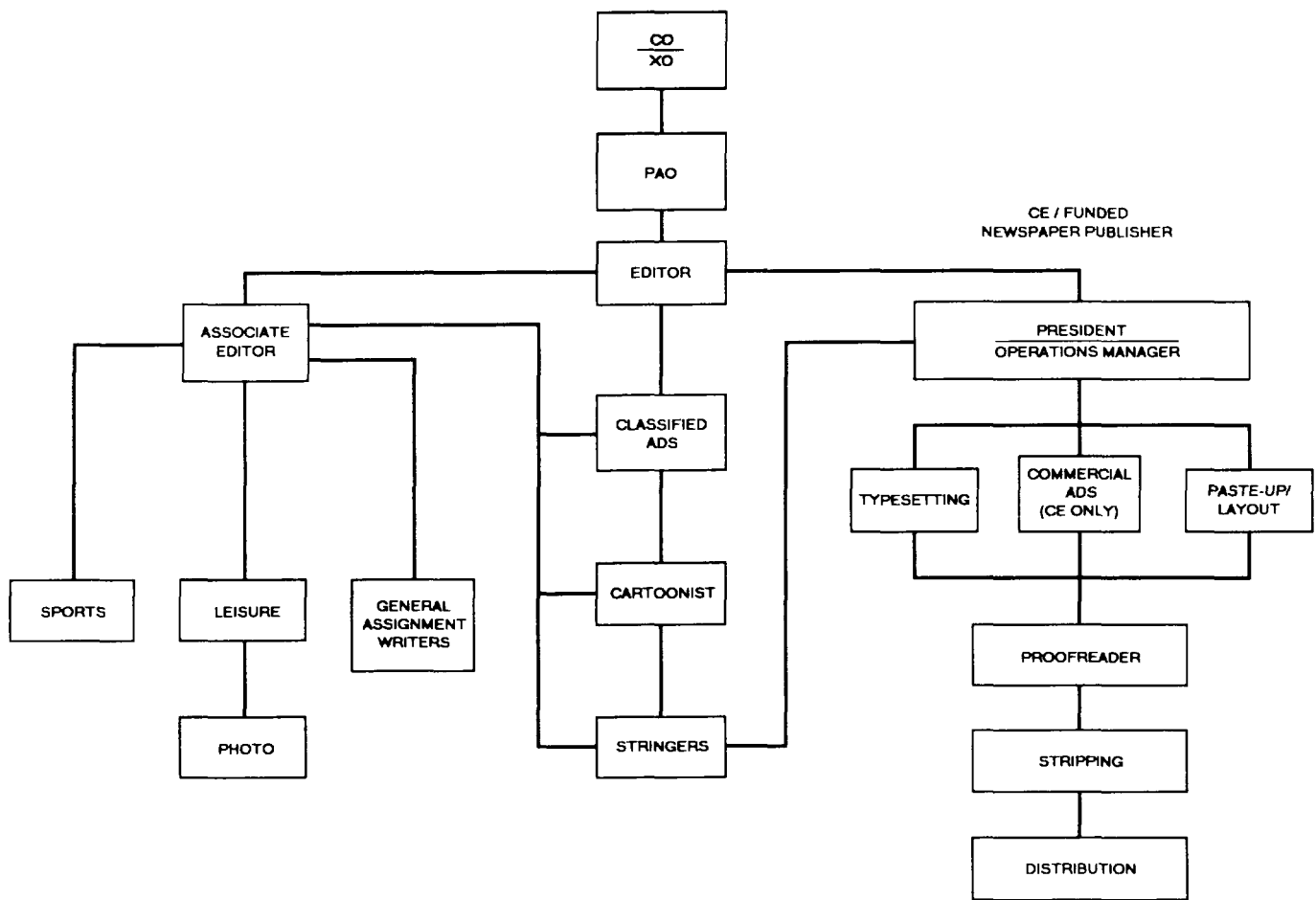


Figure 7-1. Possible organization of a CE or funded newspaper.

- Developing and implementing a professional training program
- Maintaining staff administrative records (training, evaluations, etc.)
- Serving as a reporter and photographer, as necessary

The editor must know the entire operation of the newspaper, including the key functions of the publisher (typesetting, commercial ads, paste-up, layout, proofreading, stripping, etc.). If the editor of a CE newspaper cannot field a simple telephone question about distribution locations or basic advertising rates, the caller will probably hang up with the perception that “the editor does not even know what is going on with his paper.”

Editors of CE and funded newspapers must maintain a good relationship with their counterparts at the publisher. This pays big dividends, especially when late-breaking stories (such as an accident or incident) warrant last-minute changes.

ASSOCIATE EDITOR

The associate editor (also called the managing editor) is the editor’s number one assistant. He handles the day-to-day operations of the newspaper that includes the following functions:

- Making story and photographic assignments
- Assigning pages for layout
- Supervising other editors (sports, leisure, etc.) and staff writers
- Accepting or rejecting story ideas or assignments
- Reviewing stories, headlines, captions and cutlines for adherence to *The Associated Press Stylebook and Libel Manual* and the locally produced stylebook, and for completeness and accuracy
- Serving as writer and photographer
- Making page layouts

- **Cropping photographs**

In following the cross-training philosophy in Chapter 1, the associate editor must be able to handle his duties and those of the editor, in case the editor is unavailable because of leave, training, TAD, sickness or other circumstances.

Note in the previous lists that, in addition to regular duties, the associate editor makes page layouts, crops photographs and serves as a writer and photographer, while the editor writes and takes photographs as needed. This should be a staff requirement for two reasons. First, it would be inappropriate for the editor and associate editor to isolate themselves from the command and community by just administering the newspaper staff. Subordinate editors and the regularly assigned staff writers need a certain amount of “face time” to establish their contacts and credibility. This is also true with the editor and associate editor.

Second, the editor and associate editor must continuously strive to improve their layout, cropping, writing and photography skills. Nothing is more of an injustice to the newspaper staff than an editor or associate editor who becomes complacent because of his position of authority. Direct involvement in the aforementioned areas will improve the overall quality of the newspaper and serve as a secondary staff training method.

SPORTS EDITOR

As the name implies, the sports editor is responsible for all facets of the sports pages—gathering and editing news, taking photographs, making page layouts, writing headlines, cutlines and captions and cropping photographs. Most sports editors set up a system of gathering base sports news (scores, statistics, game highlights, names of key players, and so on) with the Morale, Welfare and Recreation (MWR) manager. This is a necessity in most Navy newspaper staffs because the sports editor normally does not have regularly assigned sports writers working for him.

Typically, the sports editor is a civilian employee or a JO2. This one-person operation, in addition to regular responsibilities, stays busy writing news and feature stories, designing page layouts and taking photographs for other newspaper sections as directed by the associate editor.

LEISURE EDITOR

The leisure editor follows virtually the same guidelines as the sports editor. Again, a good contact at the MWR office is needed to maintain a good flow of leisure-related information.

GENERAL ASSIGNMENT WRITERS

The general assignment writers are your junior staff members (JOSNs and JO3s) who are honing their news writing, reporting, photography, layout and cropping skills. Remember, the publisher of a CE newspaper may assign a civilian or two to the staff. They may serve the staff as general assignment writers. General assignment writers are detailed by the associate editor as needed.

CLASSIFIED ADS

Classified ads are listings of personal items and services for sale by members of the command. The associate editor may assign the duty of gathering and editing classified ads to general assignment writers on a rotating basis.

Large CE newspapers may contain between 200 and 250 classified ads per issue (depending on the frequency of publication), while funded newspapers may run between 100 and 150 per issue.

Although classified ads are normally offered free of charge, one innovative CE newspaper staff ran a survey to see if its readership would favor a one-dollar charge for each classified ad, with all proceeds going to the local MWR fund. The response was positive, and the MWR fund, besieged by a series of budgetary cuts, collected more than \$12,000 in the first year of the new system. A by-product of this partnership was the assistance MWR provided in gathering and organizing the classified ads before they were sent to the newspaper staff for final review. This allowed the associate editor more latitude in making staff assignments.

CARTOONIST

It is rare for an illustrator draftsman to be a member of a CE or funded newspaper. To compensate, editors and associate editors may run Plan of the Day or Week notes or short articles requesting assistance from volunteer cartoonists. More often than not, several responses will come in from cartoonists of different skill levels.

In Chapter 1, you were cautioned about the use of volunteers in managing a public affairs office. This rule also applies in newspaper staff supervision. Carefully screen each volunteer and do not count on consistent contributions.

If you cannot enlist the services of a part-time cartoonist, the monthly Navy Editor Service (NES) contains a wide variety of line art you can use. Order NES from the Navy Internal Relations Activity (NIRA) in Washington, DC. It is not provided unless requested.

PHOTOGRAPHY

Most CE or funded newspaper staffs can get limited photographic support from the base imaging facility. However, the availability of funds and personnel will dictate just how much support you can receive. With this in mind, it is absolutely imperative that every newspaper staff member use and practice basic photography skills.

Even if the imaging facility can provide limited support to your staff, you must make sure your staffers are given the opportunity to supplement their stories with their own photographs. Above all, do not subscribe to the theory that the imaging facility is your catch-all "safety net." Make sure your newspaper is as self-sufficient as possible in photography.

Depending on the available public affairs funds, you can take this a step further by setting up a small photo lab right in your office.

MAKING ASSIGNMENTS

Because the associate editor is responsible for the day-to-day operations of the newspaper, the task of making story and photographic assignments also falls on his shoulders.

After identifying an assignment with the editor, the associate editor should consider the jobs in progress (stories, layouts, photography, etc.) and any additional factors (leave, TAD, sickness, training, and so on) before assigning a job to an individual. The goal here is to spread the newspaper workload as evenly as possible so no one is backed up to a point of stagnation.

Some associate editors verbally inform each staff member of a new assignment. You can improve upon this method by using the staff assignment sheet shown in figure 7-2. You can continue to give your verbal instructions to the writer or photographer, but now he has a tangible record to fall back on if a question comes up. This will eliminate repeating the assignment instructions several times, which can lead to misinterpretation.

ASSIGNMENT SHEET	
REPORTER:	
PHOTOGRAPHER:	
DATE:	TIME:
ASSIGNMENT:	
CONTACT:	
BLDG. NO.:	TELEPHONE:

Figure 7-2. Reporter assignment sheet.

COPY LOG

TRAINING

NEWSPAPER STAFF CREDENTIALS

[illegible]

and expiration date. The credential should be signed by the PAO or CO. Like their civilian counterparts, your staff members need credentials for identification purposes when covering events on and off base.

READERSHIP SURVEYS

CE and funded newspaper staffs must conduct a readership survey at least once every two years. If the newspaper has undergone recent major editorial or style changes, then a survey must be conducted within two to four months of the changes. The survey should provide data on distribution effectiveness, readership awareness and acceptance, and readership opinion of the value and effectiveness of the publication. Also, the survey should provide trend data. *PA Regs* specifies that you must report the results of the survey to the readers, which may be done in summary form. Further information on surveys can be found in Chapter 9.

NEWS GATHERING METHODS

Learning Objective: Identify the methods of gathering news for a CE or funded newspaper.

When gathering news, most CE or funded newspaper staffs are stretched to the limit. You can only interview a certain number of people and write a certain amount of stories between copy deadlines. Figure in the newspaper staff duties previously described, and you will quickly realize that you and your subordinates must optimize your time and enlist the help of others in gathering news. You can do both by using the beat and stringer systems and by maintaining a morgue.

BEAT SYSTEM

Consider establishing a beat system if you determine your news coverage can be improved. If one is already in place, look at changing it. Beats are divided into two sections: geographical area and functional area.

Geographical Area

Each staff writer is assigned a section of the command (northeast sector, southeast sector, northeast sector, southwest sector, for example). He is then responsible for all the news in his area, whatever the subject.

Functional Area

A reporter is assigned a subject (sports, leisure, health, pay and benefits, youth activities, training, etc.) and is responsible for stories about that subject, no matter where they are found. This system also can be used to assign reporters to cover specific units or agencies.

Select a beat system by considering the size of the command or installation and the size of the staff. You can figure in the interests and abilities of your writers; however, sound cross-training practices dictate that you do not allow them to specialize for the duration of their tours. A cross-trained staff gives your newspaper more depth and expertise.

Brief your staff members on their responsibilities. Make sure they know their beats, the importance of establishing and maintaining contacts, the need to check with contacts regularly and the importance of being polite, punctual and professional.

STRINGER SYSTEM

Consider using the stringer system if your newspaper staff is undermanned or if you must cover remote areas or detached units. If a stringer system is already in place, determine whether production is adequate and if the stringers are properly trained.

If you want to use a stringer system, you should solicit potential stringers through ads in your newspaper, through unit commanders or any other suitable method. Start a training program for new or existing stringers in need of training, using the *Handbook for Stringers in the Armed Forces*.

Stringers may be enlisted members, officers or civilian employees willing to work without pay for the newspaper. Stringers, at minimum, should be trained to call in news tips. To do this, they must know what types of stories are sought, understand deadlines and know how to gather the basic Who, What, When, Where, Why and How. If they provide written copy, they should know, at a minimum, the following items:

- The importance of double checking name spellings and other factual information
- The structure and organization of a news story
- The technique of writing clearly and concisely
- The requirements of attribution

Once a stringer system is in place, provide feedback to the stringers in the form of recognition for good work and constructive criticism that will help them improve. A by-line in the paper is the best payment a stringer can receive.

MORGUE

The morgue, at a minimum, should be a file of back issues of your newspaper for the past year. The morgue serves as a collection of back stories that a staff writer can refer to when doing similar stories for upcoming issues. It also can provide background and depth for upcoming stories. A good morgue can often save a writer hours or days of research.

PRINT SELECTION

Learning Objective: *Outline the procedures for selecting prints for publication.*

There is more to selecting prints for publication than simply picking the pictures that communicate best. Many an editor has found himself in hot water because he did not look at a picture long enough or close enough to see a hidden “land mine.”

INITIAL STEP

When selecting prints for publication, you should first narrow down the field. Identify and eliminate what are considered unusable prints; out-of-focus, over- or underexposed and poor composition photographs are among the obvious eliminators.

Base your photograph selections on print quality and outline information. When feasible, check both the contact sheets and the prints made from them when selecting photographs.

CONTACT SHEET SELECTION

Using a magnifying glass, look for the best negative to support the story on the contact sheet. Keep these rules in mind when you examine the contact sheet:

- The photograph should be composed to follow the “rule of thirds.” In the rule of thirds, the intersection of lines that divide the picture area into thirds (fig. 7-4) are good locations for the center of interest in most photographs. (Make sure there is only one center of interest to a picture. Keep it simple.)

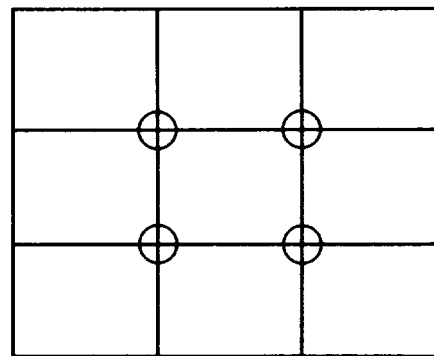


Figure 7-4.-Rule of thirds.

- Analyze the lines of force, directions toward which the subject is moving or looking and the points of interest.
- Make sure the subject is identifiable in at least a three-quarter frontal view. Eyes should be open and looking at the point of interest.

Do not select photographs that show sailors out of uniform, not neatly groomed, drinking alcoholic beverages, in classified areas or settings and in poses that make the sailor appear less than professional. Also, avoid using pictures of handicapped people or hospital patients without their consent (a signed patient release form).

READ THE STORY

If you are selecting one photograph to accompany a story, read the story and select a photograph that can stand alone and tell as much of the story as possible. The picture should capture the essence of that story. If you are selecting several photographs, again read the story for content, thrust and emphasis. All photographs should complement the story and entice someone to read it. The photographs must directly relate to the story.

SELECT THE PRINT

The final photograph selection stage is a good opportunity to catch deficiencies not noticed when reviewing the contact sheet. For example, the following background problems may surface:

- Obscene gestures, people in embarrassing situations, safety violations and security, policy and propriety violations
- Sailors sleeping in, under or on a piece of equipment

Family, friends, squadron mates mourn loss of VT-4 instructor

A memorial service was held earlier this week at the Naval Aviation Memorial Chapel for Lt. Thomas Douglas Waterbury. The VT-4 flight instructor was killed April 15, during carrier operations in the Gulf of Mexico, approximately 70 miles south of Pensacola.

The 28-year-old naval officer was a resident of Little Silver, N.J., and a 1985 graduate of the U.S. Merchant Marine Academy at Kings Point, N.Y.

According to Navy officials, Waterbury and another pilot from VT-19, NAS Meridian, Miss., crashed after their T-2C Buckeye jet trainer was launched from the USS Forrestal.

Both aviators ejected, but rescuers were only able to find one pilot.

Several hundred people, including Lt. Waterbury's family, Vice Adm. Jack Fetterman and former Pensacola Mayor Vince Whibbs, were on hand to pay their final respects to the man VT-4 Commanding Officer Cmdr. Pat Tilley described as "full of compassion and a love for life." Following the ceremony, a flight of four T-2s passed overhead in a "missing man" formation.

Prior to reporting to VT-4 in May 1991, Lt. Waterbury had served as an E-2 pilot with VAW-117 at NAS Miramar, Calif.

Lt. Thomas D. Waterbury
1963-1992

Serving the Cradle of
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Vol. 56, No. 16

Serving the Cradle of Naval Aviation Pensacola, Florida

April 24, 1992

Corry Station instructor picked as CNET SoY

By Ens. Eric R. Dolan
CNET Public Affairs

CTT1 James H. Henderson Jr., an instructor assigned to NTTC Corry Station, was recently selected as the CNET Sailor of the Year.

In presenting the master training specialist with the CNET Sailor of the Year plaque, Vice Adm. Jack Fetterman, Chief of Naval Education and Training said, "Collectively, all our candidates have gone above and beyond. They are Sailor of the Year nominees because they simply enjoy what they are doing."

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as the CNET Sailor of the Year, Petty Officer Henderson was selected as the Chief of

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Henderson will now go on to compete for the title of Chief of Naval Operations Sailor of the Year. The CNO Sailor of the Year competition will be held in Washington, D.C., next month.

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DS1 Joseph F. McClelland Jr., representing the Commander, Training Command, U.S. Atlantic Fleet. McClelland is an instructor at the Fleet and Mine Warfare Training Center, Charleston, S.C.

OS1 David A. Pearson, representing the Commander, Training Command, U.S. Pacific Fleet. Pearson is a master training specialist for the Air Control Division, San Diego.

LT1 David P. Nesbitt, representing the Chief of Naval Air Training Command, NAS Meridian, Miss. Nesbitt is assigned to the NAS Meridian Legal Office.

HM1 Lynn C. Martin, representing Naval Education and Training Direct Reporters, Pensacola Naval Hospital. Martin is leading petty officer of the Branch Medical Clinic.

Orange Park school captures NJROTC Field Day crown

By Gregory P. Stallworth
CNET Public Affairs

Approximately 360 high school students participated in the second annual Navy League National NJROTC Field Day Championship held last weekend aboard NAS. Participating cadets represented nine of the top NJROTC drill teams from New Jersey, New York, Virginia, North Carolina, Georgia, Florida, Mississippi and Texas. The event, sponsored by the Pensacola Chapter of the Navy League of the United States, encompassed two days of rigorous military drill, athletic and academic competition.

Activities came to a dramatic ending with an awards ceremony held at the Naval Aviation Schools Command parade grounds, presided over by Rear Adm. Louise C. Wilmot, Vice Chief of Naval Education and Training. Parents stood on the sidelines wearing proud smiles as the cadets stood in rigid formation anx-

iously waiting for the announcement of winners. Loud cheers greeted the announcement awarding the overall championship to the unit from Orange Park High School, Orange Park, Fla.

"We're extremely proud to have won," said Cmdr. Charles Lusk, Naval Science Instructor at Orange Park High School. "Our success can be attributed to the dedication and hard work that all of our students put forth. The competition was tough, but our team effort put us over the edge."

Recognizing the NJROTC program as a means to starting a successful career, one Orange Park High School student said being a part of NJROTC is one of the most rewarding things he has ever done. It's an organization that his parents fully support.

"NJROTC has opened a lot of doors for me that I probably would have never been able to open by myself," Cadet Michael Klappmeyer

said. "Since the very start, my dad loved the idea of my being a part of the program, but my mother was a little skeptical at first. Now that she has seen what the program is really about, she likes it and is really getting into it." He added that through NJROTC he has been awarded a four-year NROTC college scholar-

ship which he plans to use at Auburn University, Jacksonville University or the Illinois Institute of Technology.

The unit from Middleburg High School, Middleburg, Fla., placed second, while the cadets from George Washington High School, Danville, Va., placed third.

Rear Adm. Louise Wilmot, Vice Chief of Naval Education and Training, congratulates NJROTC cadets on their winning performance during last week's Field Day Championships.

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Figure 7-5. Sample CE newspaper galley proof.

Do not select a photograph for publication that might cause embarrassment to the subject or command. Depending on the nature of the event, use extreme caution when selecting photographs for publication.

CUTLINE INFORMATION

Check the cutline information with the photograph. Each of the five W's and H that can be answered must be answered. Check the spelling of names, position titles, nomenclature of equipment and other facts. Make sure individuals are clearly and consistently identified and that the cutlines are formatted according to the rules outlined in your local stylebook.

PROOFREADING GALLEY PROOFS AND BLUELINES

Learning Objective: *Recognize the importance of proofreading galley proofs and bluelines as a staff function.*

As you read in *JO3 & 2*, proofreading is one of the final steps in the printing process of the newspaper.

After the publisher typesets your copy, he will return it to you with a set of galley proofs. Galley proofs, for the purpose of this chapter, are photocopies of the actual pages of the newspaper, including headlines, copy, cutlines, captions and artwork. Photographs and ads (in CE newspapers) will not appear on the galley proofs, but the publisher will indicate their positions. In the CE and funded newspaper business, these first copies are called "whites" (fig. 7-5). Your particular deadline structure will determine the days in which you will receive the galley proofs.

Regardless of the deadlines in place, make sure the galley proofs are thoroughly proofread by all staff members. Granted, proofreading is a tedious facet of newspaper production, but it is well worth it when you catch a typographical error, misaligned column or other mistake (no matter if your staff or the publisher is to blame) before it ends up in print.

Have your staff members initial each galley proof after proofreading. When all the pages have been reviewed, go through them yourself one more time, then call or visit the publisher and give him the changes.

The final proofreading step involves the "blues," or blueline (fig. 7-6). The blueline is a replica of the newspaper in reverse and is similar in appearance to a blueprint. The size of the publisher's press determines whether the blueline is in eight or 16-page signatures.

This is your last chance to make corrections before the plates are made and the newspaper is printed and distributed. Most publishers will not mind a small amount of blueline corrections. However, this is not the time to make wholesale changes. The bulk of the corrections should have already been made on the galley proofs. If an accident or incident requires a sizeable change of the blueline, the publisher will normally accommodate the necessary changes. Remember, the amount of cooperation you receive depends largely on the relationship you have fostered with the publisher.

Closely scrutinize the blueline. It is a good idea to bounce the blueline against the galley proofs for the most comprehensive check possible. Make sure folio lines, by-lines, cutlines, tag lines and page numbers are on the pages and are correct. Look for the following errors:

- Reversed or upside-down photographs and art
- Photographs and cutlines or captions that do not match
- Headlines that do not match stories
- Smudges or stray markings that might reproduce

Because of time constraints, the publisher may ask you to proof the blueline at the printing plant.

DESKTOP PUBLISHING

Learning Objective: *Define desktop publishing and identify its hardware and software requirements.*

There is a technological innovation in newspaper production that is changing the way words are put on paper. This innovation is called desktop publishing.

Desktop publishing (also known as electronic publishing and electronic makeup) refers to the use of a microcomputer (personal computer) to compose and print newspapers, documents and other publications. It is a process that encompasses design, composition, page makeup and document reproduction. By combining the microcomputer with desktop publishing software, you

Family, friends, squadron mates mourn loss of VT-4 instructor

A memorial service was held earlier this week at the Naval Aviation Memorial Chapel for Lt. Thomas Douglas Waterbury. The VT-4 flight instructor was killed April 15, during carrier operations in the Gulf of Mexico, approximately 70 miles south of Pensacola.

The 28-year-old naval officer was a resident of Little Silver, N.J., and a 1985 graduate of the U.S. Merchant Marine Academy at Kings Point, N.Y.

According to Navy officials, Waterbury and another pilot from VT-19, NAS Meridian, Miss., crashed after their T-2C Buckeye jet trainer was launched from the USS Forrestal.

Both aviators ejected, but rescuers were only able to find one pilot.

Several hundred people, including Lt. Waterbury's family, Vice Adm. Jack Fetterman and former Pensacola Mayor Vince Whibbs, were on hand to pay their final respects to the man VT-4 Commanding Officer Cmdr. Pat Tilley described as "full of compassion and a love for life." Following the ceremony, a flight of four T-2s passed overhead in a "missing man" formation.

Prior to reporting to VT-4 in May 1991, Lt. Waterbury had served as an E-2 pilot with VAW-117 at NAS Miramar, Calif.



Lt. Thomas D. Waterbury
1963-1992



Vol. 56, No. 16

Serving the Cradle of Naval Aviation Pensacola, Florida

April 24, 1992

Corry Station instructor picked as CNET SoY

By **Eric R. Dolan**
CNET Public Affairs

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Figure 7-6.—Sample CE newspaper blueline.

can produce a very professional-looking ship's newspaper. The basic elements of desktop publishing are shown in figure 7-7.

HARDWARE

You will obviously need a microcomputer, keyboard, monitor and printer to form the nucleus of your desktop publishing system.

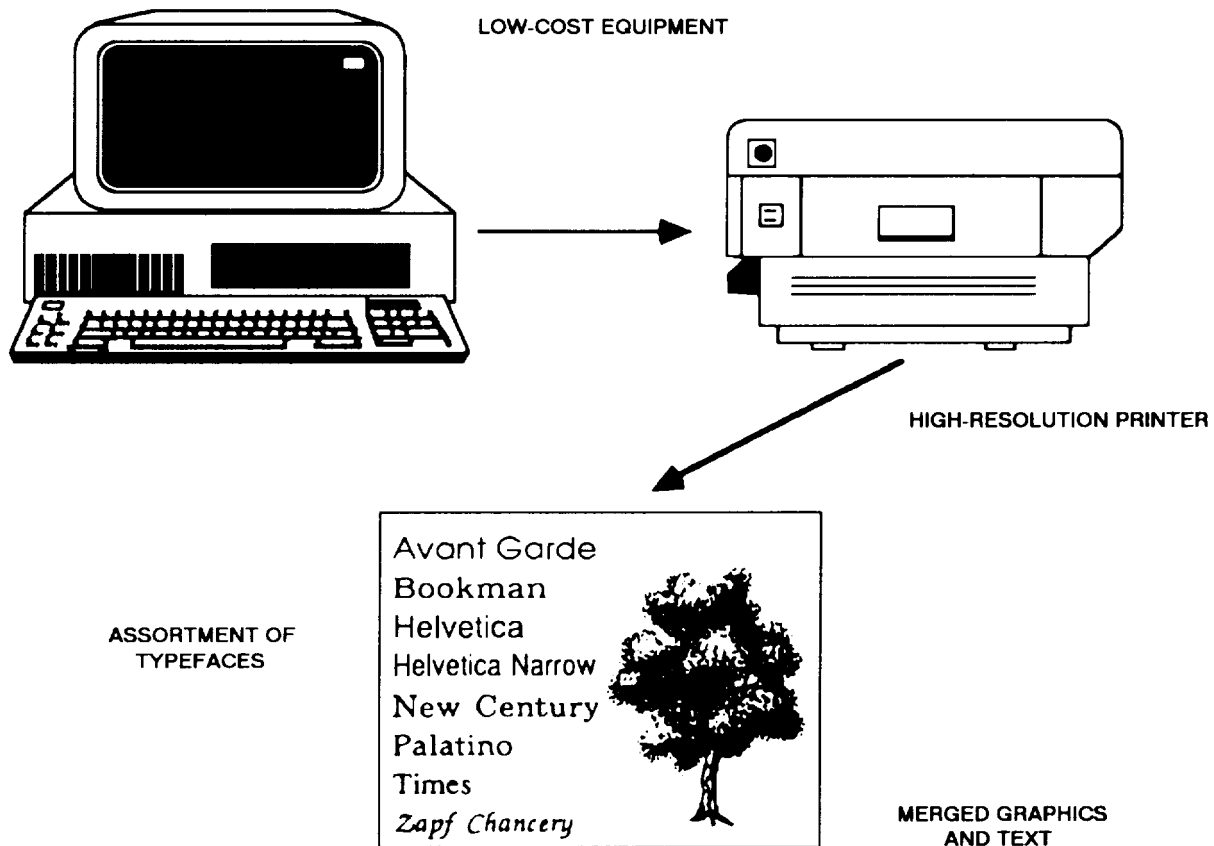
Microcomputers used for desktop publishing need at least 512K of memory. Large jobs, such as designing a ship's newspaper, require at least one megabyte of memory. The memory capacity of the microcomputer dictates the size of the pages you can design. Memory is also a factor in the overall speed of operation.

A good high-resolution monitor and video card are system necessities. Your first choice should be a VGA (video graphics array) monitor. When paired with a VGA card, the VGA monitor can display up to 256 colors simultaneously. If your budget permits, get a full-page VGA monitor. This will allow you to look at

an entire page at one time instead of continuously scrolling a page on a smaller monitor. You should also think about cheaper alternatives, such as a monochrome or enhanced color display monitor with a HGC (Hercules graphics card) or EGA (enhanced graphics adapter) card

The printer is probably the most important element of your system. A laser printer should be your first choice for creating finished products. This compact machine produces near-typeset-quality print (usually at resolutions of 300 or 400 dots per inch) at a cost between \$1,500 and \$3,000. You should still consider getting a 24-pin dot-matrix printer, however. This printer is inexpensive and can be used to check fonts or create first drafts of pages.

Think about adding a mouse to your system. A mouse is an input device that attaches to a serial port of the computer. Most mice come with two buttons. The left button performs primary commands, including highlighting and picking items off the screen. The right



Courtesy of the Que Corporation, a division of Prentice Hall Computer Publishing

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Figure 7-7.-Basic elements of desktop publishing.

button performs secondary functions, such as changing views and page sizes on the monitor.

The mouse fits neatly in the palm of your hand. A small ball at the bottom of the mouse helps it glide across a smooth surface (such as a foam rubber pad). As you move the mouse, its built-in circuitry creates a pointer that lets you navigate the screen. By “pointing and clicking,” you can move text, work on-screen menus and perform a myriad of other functions.

Other useful peripherals to consider include the stylus (similar to a mouse, but more precise), seamer (converts printed text to computer text) and digitizer (converts photographs, line art and other graphics into forms that are readable by the computer).

SOFTWARE

The desktop publishing programs available on the market today are similar in performance. Each program can create everything from a four-page ship’s newspaper to a single sheet, trifold welcome aboard pamphlet.

Some of the functions of desktop publishing software include the following:

- **Multiple page layout**, including page numbering, columns per page, margin adjusting for folds and staples and quick access to each page.
- **Typesetting**, including different type styles, fonts and sizes ranging from four point to 127 point.
- **Graphics**, including boxes, lines, circles and shading that can be made to various sizes, widths and lengths. Some programs have a built-in clip art file.

Look at the “big picture” before you purchase desktop publishing software. It should be compatible with your computer and be able to convert files from your current word processing program. The software should also have a good graphics file and a large selection of type fonts from which to choose from. Additionally, you should make sure classes are available to train you and your staff about the program and its inner workings.

This section has barely scratched the surface of desktop publishing. You can get additional information from the Navy Publishing and Printing Service, Building 176-2, Washington Navy Yard, Washington, DC 20374-1762.